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Message From the Executive Director

Empowering government to do more with less. That statement defines Texas NICUSA's commitment to the state of Texas. We enable the "more" by giving our government partners access to proven enterprise solutions; secure, PCI Level 1-compliant payment processing; world-class infrastructure, hosting, networking, and security services; and a team of highly qualified, Texas-based eGovernment experts. Our government partners benefit from the "less" because our self-funded model and existing master agreement with the state mean no upfront costs, no appropriated funds, and no procurement are required to leverage Texas NICUSA solutions.

Delivering value is at the heart of what Texas NICUSA does every day. We deliver value to our government partners by offering

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Texas.gov Service Desk Team Provides Award-Winning Support

The Texas.gov Service Desk team could easily be considered one of the hardest-working teams at Texas NICUSA. Available 24/7/365, the team is the single point of contact for all Texas.gov users including agency partners, internal staff, and a constituent help desk. The Service Desk is more than just a call center or help desk – they operate with a user-centric approach where a dedicated team member facilitates an incoming problem, request, or inquiry from initiation to completion.

The demands of the Service Desk are significant. They support 225+ government partners and thousands of Texans each month via communication, incident reporting, and management of a

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Pictured left to right: Romeo Valdez, Liza McBay, Jenna Koontz (Service Desk Manager), Jon-Michael Hamman, and Farrah Rasheed

Message From the Executive Director

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solutions to help you streamline business processes, create cost savings, and operate more efficiently. We deliver value to Texans by offering online services that are secure, convenient, and easy to use. And, we deliver value to our community by employing a local workforce and giving back to the community where we live and work.

Our relationship with government is all about a partnership. From custom development and payment processing to customer support and marketing, Texas NICUSA is a full-service eGovernment partner. And, our partnership does not end after implementation. We provide our government partners with complimentary services before, during, and after the project, ensuring that our solution continues to meet your expectations and the needs of your constituents.

For those of you who are already partners, we sincerely appreciate your business. For those that we have not had the privilege of working with yet, Texas NICUSA looks forward to the opportunity to empower you to do more with less.

Craig Shinn

Craig Shinn

Executive Director of Texas NICUSA

Texas NICUSA Develops Nation's First Joint Commissary Purchase and Trust Fund Deposit Online Application

Texas NICUSA partnered with the Texas Department of Criminal Justice (TDCJ) to launch eCommDirect, an online application that lets family and friends purchase commissary items for offenders and make deposits into their trust fund accounts. Texas is the first state in the nation to offer the ability to shop the commissary and make a deposit in a single online transaction.

eCommDirect has helped TDCJ improve its service to offenders' family and friends by giving them greater control over and improved transparency of the funds they provide. And, the ability to combine both trust fund deposits and commissary purchases into a single transaction is more convenient and cost-effective for users. ■



eCommDirect
Offender Direct Purchase Program

272,000+
transactions

\$10+ million
in funds processed

Nearly **50%** of all offenders
in TDCJ facilities have received
commissary items or trust fund
deposits via **eCommDirect**.

This website made it extremely easy and I really appreciate being able to do this! Thanks to everyone involved with building and maintaining it!

I was pleased with the service and will be a regular customer. Thank you for caring for our loved ones to have this service.

"I was pleasantly surprised at how easy it was to pay my CHIP enrollment fee. I was not expecting the website to be so user-friendly. Kudos!!!"

— Children's Health Insurance Program Payment | Health and Human Services Commission

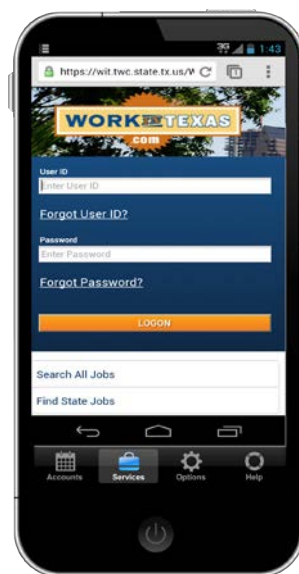
"Wow ... I just experienced the most painless vehicle registration ever, and I did both vehicles at the same time. Sitting in the comfort of my own home breezing through Texas.gov."

— Vehicle Registration Renewal | Department of Motor Vehicles

Texas NICUSA Partners With Workforce Commission on Responsive Design Website

WorkInTexas.com is a free online job-matching resource offered by the Texas Workforce Commission (TWC). Since 2004, more than 2 million jobs have been filled through the site. With mobile Internet use on the rise (63 percent of adult cell owners use their phone to go online – Pew Research Center, September 2013), TWC recognized the importance of giving job seekers and employers on-the-go access to WorkInTexas.com.

During a discussion with Texas NICUSA, TWC staff shared their vision of making the site mobile-friendly. The Texas NICUSA user experience (UX) team was brought in for a consulting session, and together TWC and Texas NICUSA selected a responsive design solution to reintroduce WorkInTexas.com as a mobile-friendly site. WorkInTexas.com is now functional on all desktop, mobile, and most tablet platforms. When accessed from a mobile device, the website automatically detects the screen resolution and presents the correct page layout.



"Love it! You guys rock! On behalf of everyone who touches WorkInTexas, thank you for your time and hard work on this. Great job."

— TWC Manager, Workforce,
UI Policy and WorkInTexas.com

This solution was a win for TWC and Texas job seekers alike. The website provides a simple, secure mobile option for job seekers. Furthermore, responsive design makes it much easier for TWC to maintain the site. Any changes that the agency makes to the desktop version automatically appear in the mobile view as well. There is no need for TWC to maintain separate code bases, which enables the agency to reap the benefits from this efficient, cost-effective solution. ■

Texas.gov Service Desk Team Provides Award-Winning Support

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third-party help desk vendor that provides support for end users who require assistance with Texas.gov services.

This effort requires a maturity of process, and the Texas.gov Service Desk leverages Information Technology Infrastructure Library (ITIL) best practices to align customer support with business needs. In fact, each member of the Service Desk team has gone above and beyond to complete ITIL Foundations Version 3 Training and Certification.

In recognition of the phenomenal level of customer support they provide, the team was honored with the international Silver Stevie® Award as 2013 Customer Service Department of the Year. ■



Each month,
Texas.gov supports

 **23,000+**
phone calls

 **3,700+**
live chats

 **2,100+**
emails

Texas.gov Service Desk
Performance

Average speed-to-answer **<6.5** seconds

Abandon rate **<1.5%** of calls

Help Desk
Call-to-Transaction ratio **<1%**

One Vendor, One Contract, Multiple Payment Options

Texas.gov Offers Enterprise Suite of Payment Solutions

Texas.gov's suite of enterprise payment products helps government automate manual processes and improve customer service. These secure, PCI-compliant solutions enable government entities to accept online and over-the-counter payments for a variety of payment-based services, such as:

- Licenses, permits or registrations
- Violations or enforcements
- Utility or other recurring payments
- Vital records
- And more

Enterprise Payment Suite



Fee Pay Easy, secure online payments for your constituents



Pay Counter Point-of-sale credit card payments



Pay Direct Back-end payment processing for front-end online applications

Texas.gov online payment solutions feature:



Mobile-ready payment website



Personalized branding and URL



Promotional support from our marketing team

In 2013, we launched four new Fee Pay applications for the following agencies:

- **Department of Public Safety** – Controlled Substances Registration Payment
- **Health and Human Services Commission** – Online Overpayment System
- **Animal Health Commission** – State-Federal Laboratory Fees and Program Fees ■

Innovation – The Promise of a Public/Private Partnership

At Texas NICUSA, we are driven to innovate. It is important for us to keep pace with the latest technologies and bring that innovation to life in the eGovernment space in a meaningful way. Furthermore, our government partners and constituents expect and deserve innovation that generates business value and drives efficiencies. Finally, innovation spurs excitement – our employees are motivated by working on projects that are new and challenging.

We foster innovation in various ways at Texas NICUSA ...

- Act as thought leaders by talking about and sharing innovative ideas
- Encourage a technologist mindset
- Embrace the “art of the possible”
- Crowdsource ideas among employees
- Organize hackathons to solve problems



Innovation in Action

When the Texas NICUSA team set out to host our own hackathon, little did we know how far-reaching the effects of our endeavor would become. While we knew the process would be an internal learning experience – testing our team to deliver a complete product in a condensed period of time – we did not envision the influence it would have on others.

Throughout our hackathon process, we learned a lot about our team's dynamic with respect to:

- **Decision-making** – during the 24-hour hackathon, the team made dozens of decisions including a major change in scope that really motivated and empowered them.
- **Teamwork** – everyone, from development to marketing, was engaged and willing to participate.
- **Commitment to quality** – we embraced the Agile Scrum method, using four-hour sprints and other innovative techniques to develop a high-quality product.
- **Motivation to produce** – the goal of delivering a complete product really spurred the team forward, and they achieved more than perhaps they thought was possible.

After hosting a thought leadership webinar about our hackathon experience, we were invited to present on the topic at multiple conferences and inspired others, including Texas Tech University, to host one of their own.



Thought Leadership at Texas NICUSA

Sharing Our Experience and Expertise

As a subsidiary of the nation's leading provider of eGovernment solutions, Texas NICUSA must stay abreast of the latest developments in information technology. Over time, our team has gained a vast amount of experience and expertise, and we are honored to share this knowledge with our government peers.



The thought leadership initiative at Texas NICUSA is very effective in addressing partner questions, concerns, and pain points. Using various channels such as webinars, roundtables, videos, case studies, and more, we address key issues, create meaningful dialogue, and provide real solutions. Recent thought leadership topics presented by our team include:

- Native App vs. Responsive Design: Which Mobile Strategy is Right for Your Organization?
- Overcoming Productivity Challenges for Software Delivery Teams
- Increase Your Organization's Agility With Service-Oriented Architecture
- Hackathons: Embracing Collaboration, Innovation, Ingenuity and Agility to Achieve Results

Making this information available to the widest audience possible is another essential component of thought leadership. Most of the content we create is available on Texas.gov/Solutions, a website exclusively for current and potential partners to access at their convenience. Our social media platforms, including YouTube and LinkedIn, are also useful tools for disseminating this information.

Attendees of our thought leadership events have been very appreciative of the free resources we provide ...

"Great job! This topic is so important to help the business users continue to increase adoption after the application is released."

— How to Increase Online Adoption webinar attendee

"This was a good high-level look at mobile technologies. I thought the slides/graphics were very well-done – simple but informative."

— Native App vs. Responsive Design: Which Mobile Strategy is Right for Your Organization webinar attendee

"Most free, hour-long webinars you 'get what you pay for.' However, this one was fabulous!"

— Usability, Accessibility, and Some Fine Points In Between webinar attendee

"Thanks for doing this, it was very timely. Please thank your staff for sharing their knowledge and experience with us."

— Using SCRUM for Application Development partner roundtable attendee

"I appreciated the overarching view that the presenter took when talking through the mobile strategy and securing the mobile environment. I like that the presentation went beyond devices and applications to the total mobile environment."

— Mobile Security Strategy webinar attendee

Positive Government Experiences

Working Toward a Common Goal

At NIC, we are passionate about making government more accessible to everyone. It is our sole focus, our purpose, and the simple reason for our existence. We share that common goal with you – our partners – and we are deeply invested in working with you to make each and every eGovernment interaction a positive one.

Whether it is renewing a license, applying for a permit, filing court documents, finding important emergency information, or any other application taken from our robust library of 7,500 online services and more than 150 mobile applications, you can trust us to bridge the gap between your needs and the needs of the citizens and businesses you serve.

One Community

More than two decades ago, NIC pioneered the eGovernment industry by revolutionizing the way people do business with all levels of government. The paper-intensive, wait-in-line ways of the past evolved into secure,

click-of-a-button, swipe-of-a-screen interactions. Today, NIC works with more than 3,500 federal, state, and local government partners, giving you access to share ideas across the NIC family, learn best practices, and deploy new services quickly by starting with foundational code deployed elsewhere by NIC partners.

United Shield Against Cybersecurity Attacks

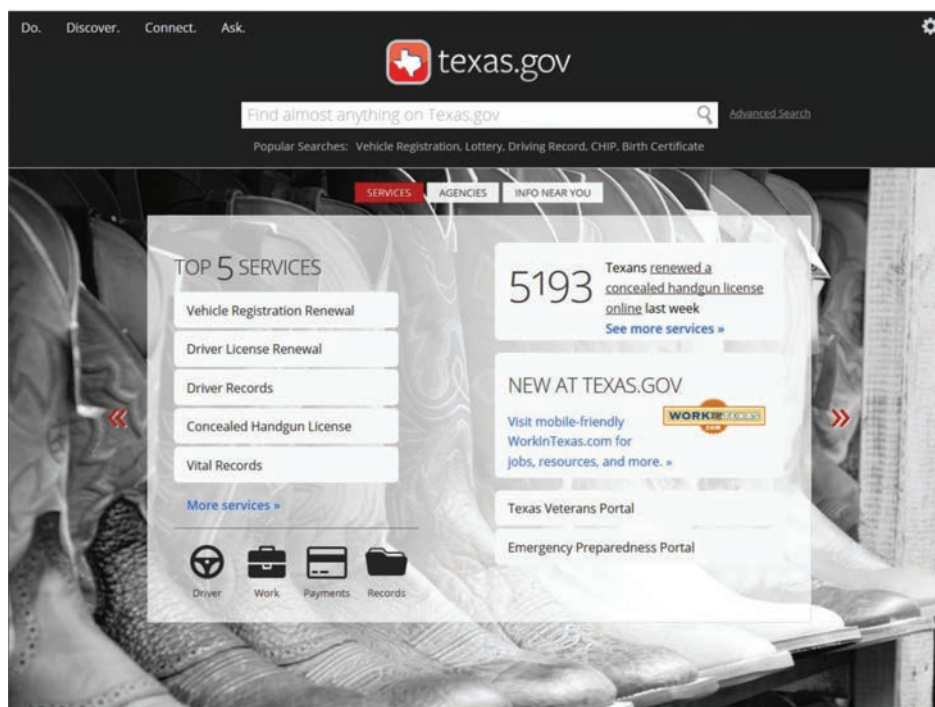
When it comes to security, the job of protecting sensitive information is in the hands of our partnership. We are both only successful when citizens and businesses feel secure about sharing information. Together, we form the shield to help do all that we can to protect against cybersecurity breaches that can damage credibility, reputation, and consumer confidence for everyone involved.

Your Responsive Partner

We hear you. In this day and age, it is extremely important for government to be

engaged with the people they serve, and use technology to facilitate efficient and secure interactions. Being a part of the NIC community allows us to serve as your research and development shop as we continue to adapt the latest technology and create new solutions to improve government interactions. As technology evolves, our focus will remain on delivering you the latest innovation.

There is the saying, “It takes a village.” At NIC we believe the very best in eGovernment services require a community. Working together is key when it comes to staying true to our shared passion of making government more accessible to citizens and businesses. Count on NIC to bring convenience, efficiency, security, and innovation to you and your constituents in every single service we bring online. Then people can focus on what they love to do and follow their own passion in life, whether it is growing their business, or simply spending time with their families. Together, we make it happen. ■



Fast Facts

Since 2002, the Texas.gov program has:

Securely processed
201+ million online transactions
worth **\$30+ billion**
on behalf of state and local partners

Partnered with
240+ publicly-funded state & local government agencies

Web-enabled **1,000+** government services

Contributed
\$157+ million
to the General Revenue Fund

... all with no direct state investment.

Putting Texans First

Texas.gov Delivers User-Focused Online Applications

The true value of the Texas.gov experience extends beyond the first few pages of the website. Every day, more than 68,000 users visit Texas.gov to complete a government transaction. Featuring responsive design, plain language content, and 100 percent accessibility, Texas.gov delivers highly usable online services that offer an impeccable user experience on any device.

In addition to ensuring the usability of new services, Texas.gov also improved 10 of our most popular existing online services guided by this principle:

Texas.gov will provide online services that are simple, intuitive, and accessible to all users.

The following case studies showcase the results of our efforts:

Driver License Renewal Department of Public Safety

Following the redesign:

Visits **increased 22%**

First page bounce rates **decreased 50%**

Online transactions **increased 17%**

Help desk calls **decreased 56%**

After logging in, **97%** of users **successfully completed** their transaction

It is very simple and clear-cut with excellent step-by-step instructions.

Could not possibly be any easier. Nice job Texas.gov!

Nurse License Renewal Board of Nursing

It was FANTASTIC! Clear-cut, to the point and very easy. Considering I am renewing while in Afghanistan, I am VERY pleased with the whole process. GREAT WORK TEXAS!

Following the redesign:

Online adoption **reached 92%**

95% of users **were satisfied** with their experience

"I am so happy that this was so easy! Thanks!"

— Voter Name and Address
Change | Secretary of State

"This website is easy and efficient to use. I like to see my tax dollars used to help improve the interactions we have with government. This is a fine example of the state of Texas doing a great job!"

— Driver License Renewal and
Change of Address |
Department of Public Safety

"It was very helpful and the easiest way to make a quick payment. Thanks for making it a positive experience."

— Driver License Eligibility |
Department of Public Safety

Committed to Our Community

Texas NICUSA takes great pride in our commitment to social responsibility and giving back to the community where we work and live. Our employees have contributed their time, talent, and money to:

- Deliver hot, nutritious meals to homebound elderly and disabled adults through the Meals on Wheels and More program.
- Purchase fans and air conditioners for low-income seniors, adults with disabilities, and families with children for the Summer Fan Drive sponsored by Family ElderCare.
- Participate in various holiday giving programs including Angel Tree and Toys for Tots.
- Volunteer at the local animal shelter to walk dogs, socialize cats, and donate food and other supplies in support of the shelter's efforts.
- Support cancer research by raising funds and participating in various local events.
- Play a kickball game with children at the local children's shelter.



2013
Web Trends

6,280,801
visits

12,451,861
page views

14%
of overall visits from mobile

75%
increase in mobile visits over 2012

"My employees are licensed in many states. Texas is by far the easiest to work with in regard to license renewal. Thank you for making things fast and easy!"

— Insurance Agent License Renewal | Department of Insurance

"This is one of the easiest online apps I've used. It is simple, efficient, and informative."

— Online Vital Records Application |
Department of State Health Services

"This was quick, easy, and AWESOME! Thank you for making this so simple to complete."

— Nurse License Renewal |
Board of Nursing

INSIGHTS

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Your questions and comments are welcome. Please contact us at:

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